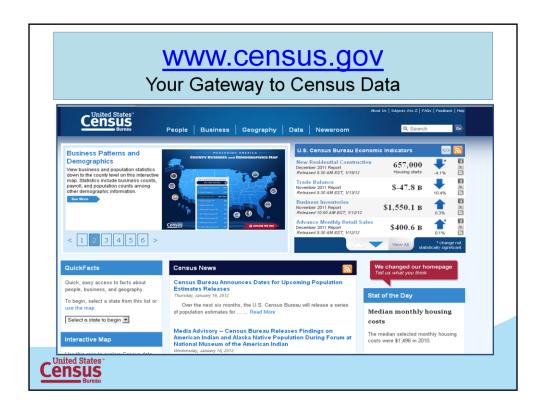
# The American FactFinder

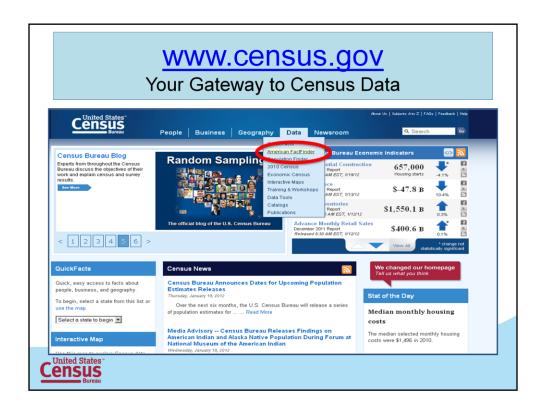
Access to Census Data

Kim Brown
Training Specialist
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There are several simple data searches that can be done directly from our home page - www.census.gov.



Beyond simple data searches that can be done directly from our home page, we are going to look at The American FactFinder (AFF).

You can access the American FactFinder from the banner (header) by clicking on "Data" and then selecting American FactFinder. Another way to access the AFF is the footer at the bottom of the page under "Find Data", select American FactFinder.



On the American FactFinder page, there are 7 ways to start a search. All are located on the main page.



You begin, by default, on the main page. There is an option to go from English to Español, or Spanish.

Throughout FactFinder, you will notice a consistent presence of some helpful items in the top right corner. Please do explore these if you have further questions or if you need a refresher; please don't hesitate to click on the feedback to tell us what you like, improvements you want to suggest, and so on...after all, we are looking to make American FactFinder as user-friendly and helpful as possible.



1. From the middle column of the main

Page:

### Quick Start- Search for data or products with a simple text search

2.From the left column of the

Main Page:

Search for data or products by:

- Topic
- Geography
- Race and Ethnic Groups
- Industry Code
- 3. From the right column of the

Main Page:

 Reference Map- Select a State or US reference map to view geographic boundaries

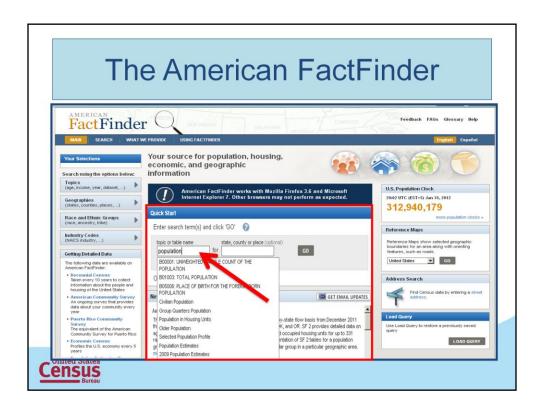
or to select geographies

from a map

• Address Search- Find available data or products for a specific address or location



An easy way to find data in American FactFinder is to enter search terms in the **Quick Start** section of the Main Page.

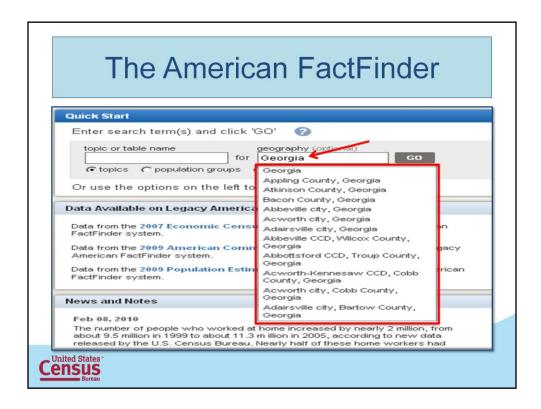


For example, to find data about grandparents: Type **Population** in the topic/table entry field



Similar to the topic/table entry field, you can try searching based on a geography...still in Quick Start, on the Main Page. For example:

Type  ${\bf Georgia}$  in the geography field



In Quick Start, you will notice a drop down list that will auto-populate with various geographic locations that are a potential match for your entry. At any point, you can select one of the geographies, or continue to type for other potential matches. If no suggested matches appear, then you may want to check the spelling or check to see if you've selected a data set or topic that only covers certain geographic levels.



When you are satisfied with your selection, click the **GO** button and the Search page will come up with data tables. You may click directly on the table title to pull up that data table, or you can check selections to view, compare and/or download.

The American FactFinder	
F MA	actFinder  IN SEARCH WHAT WE PF  arch - Use the options on  Selections
Peopl Popul Year: 2000 State	e:Basic Count/Estimate: ation Total ③
Census Bureau	

Notice that the search terms you entered are listed in the **Your Selections** section of the Left Navigation Bar.

The names of tables and other products (documents, prepackaged data files, etc.) matching the items in **Your Selections** are displayed in the **Results** section of the Search Page. It is very important to clear some, or all, of Your Selections if you decide to search for different data. You can eliminate any of them by clicking the "x" in the red circle next to the filtering selection, or you can opt to "clear all selections" as a way of resetting.



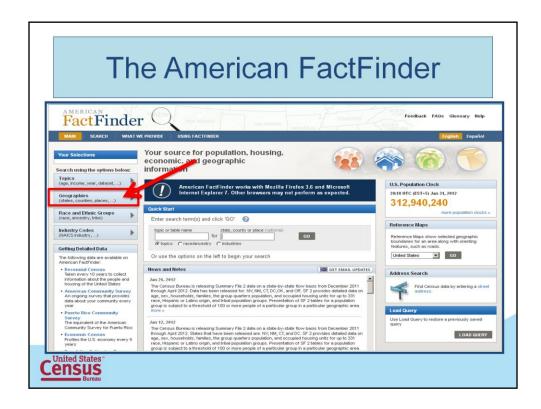
The **Topics** search box is located on the left column of the American FactFinder **Main Page.** 

You can expand search categories and select items to add to "Your Selections" box. The search results will be narrowed or "refined" each time an item is added or removed from "Your Selections."



Use the "Search for..." text box to narrow your search or use the pre-defined topics, geographies, population groups, or industry codes items to make selections for your search.

Check the "include archived products" option to see archived data products included with your search results. Once a user selects to "View" an archived product, they will be taken to a FTP site where they can download the archived product(s).



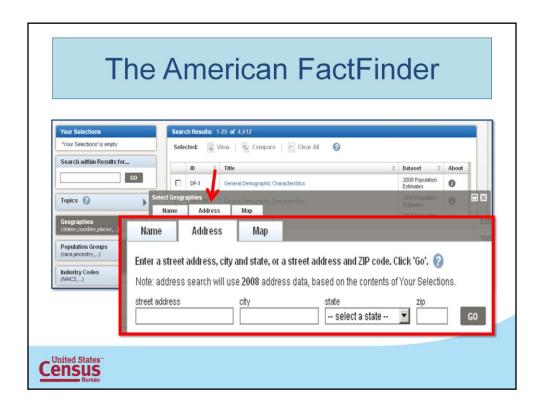
The **Geographies search** option is located on the left navigation panel of the American FactFinder **Main Page** and the **Search Results Page**. When a user selects this search option, a geography search window will appear over the Search Results pane.



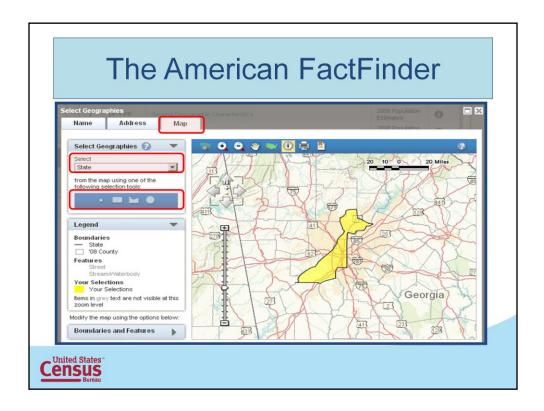
The **Geographies tab** is located on the left navigation of the American FactFinder **Main Page** and the **Search Results Page**.

When you select this search option, a geography search window will appear over the Search Results pane. There are 35 primary Geography Filter Options, which can be expanded by clicking on the "+" sign (with 705,364 initial results shown for Geography). Keep in mind, this is an overlay screen/window within FactFinder, and items selected from the left-hand column – the Geography Filter Options – will appear in "Your Geography Filters." When you make a selection from the Geography Results on the right, those items selected will display in the "Your Selections" box.

Users can select to search for geographies by using the Name, Address or Map tab.

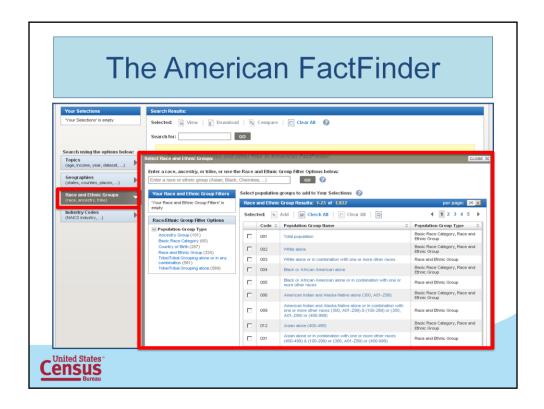


To search for a geography by address, enter a street address, city and state, or a street address and zip code. A box will display geographies available to search from that address within the datasets.



View reference maps and/or select geographies from the map to add to "Your Selections" with the geography Map tab. Your search results will be updated with any selections you make.

After selecting the type of geography, use one of the selection tools (point, rectangle, polygon or circle) to make your selection. *Example: If you select County, using the circle tool, any counties that fall either partly or entirely within the circle you draw will be selected.* 



The Race and Ethnic Groups tab search option is located on the left navigation of the American FactFinder Main Page and the Search Results Page. When you select this search option, a race and ethnic group search window will appear over the Search Results.

Search for race and ethnic groups by simply entering your search into the text box. An overlay with suggested matches will appear as you type your search. You can select one of those items, or continue typing your search and click "Go" when you are finished with your entry. You can use the filters to make a selection or to use to further refine your results.



The Industry Codes tab search option is located on the left navigation panel of the American FactFinder Main Page and the Search Results Page. When you select this search option, you are able to search using the name of an industry or by a NAICS code.

Search for your industry or by NAICS code by simply entering your search into the text box. An overlay with suggested matches will appear as you type your search. You can select one of those items, or continue typing your search and click "Go" when you are finished with your entry. You can use the filters to make a selection or further refine your results.

There is also a search for box located on the search results page that allows you to refine your search further.



For more information and/or training, please check our interactive/multimedia tutorials located at http://factfinder.census.gov/home/saff/aff2.html or the training resource library at http://www.census.gov/mso/www/training/library.html

# **Exercise**

## Exercise 1:

Using Census 2010 data, find the median age of males in Dallas and Galveston Counties, TX who identified themselves as race "Black or African American alone".

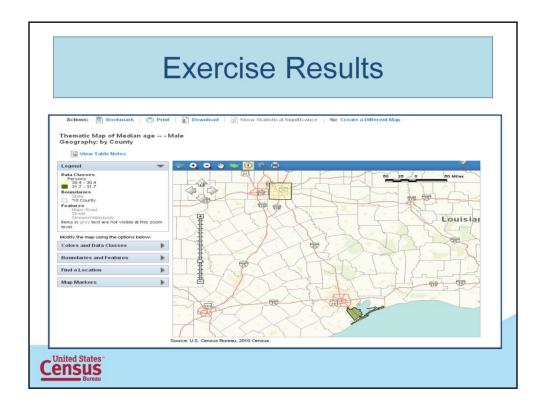


We will begin with an easy exercise using Quick Start. Type in "median age" in the topic text box; then in the geography text box type in "Dallas County, TX." Then click "GO." Your search results display. Note that your selections reflect your search criteria. This lets you know what has been selected and where you have been.

# Hint: AFF > Quick Start > Topic or table name = Type "median age" > Geography = Type "Dallas County, Texas" > Click "GO" > Topics > Dataset = 2010 SF1 100% Data > Close Select Topics window > Geographies > Type in text box = Galveston County, TX > Click Go > Check "Galveston County, TX" in Geography Results > Click Add > Close Select Geographies window > Select P13B > View > Create Map > Click link for answer | MEDIAN ACE BY SEX (BLACK ON AFRICAN AMERICAN ALONE) | Understand Plant | Park | Pa

To refine search further, click on topics. Topic categories display. Select Dataset = 2010 SF1 100% data. Close Select Topics window. Select Geographies, Type in text box – Galveston County, TX. Click Go. In Geographies results; check Galveston County, TX. Click Add. Close the Select Geographies window. Check table P13B, then click View. Your results page displays. And your answer is:

Answer: Dallas County, TX - 30.4 Galveston County, TX - 31.7



Once you have your results, and at least 2 like geographies, you can select create a map to show your data results. You can also review boundaries and change colors of data class. You are also able to find a location and mark that spot using a map marker and type in text to reflect that location on the map.

# The American FactFinder

Contact Information: Customer Services Center (301) 763-4636 (800) 923-8282 ask.census.gov

**Customer Services Center Hours:** 

Mon-Thu 8:30 AM to 5:30 PM Fri 8:30 AM to 4:30 PM

